For Children

TV has impact on eating habits

By SHIRLEY W. WALTON
Extension Agent

TV Food Ads Sway American Eating Habits

Television commercials influence consumer buying habits continuously through huge advertising campaigns. People's buying decisions may be almost pre-determined because of the "big guns" in the food manufacturing industry.

The most advertised items are those with high profit margins, primarily highly processed prepared foods. These are not necessarily the best foods we could eat from a nutritional standpoint. Fruits and vegetables, meats, fish and dairy products account for about ½ of the consumer's food budget, but less than 7% of the food advertising dollars. Advertising expenditures for other foods like soft drinks, candy and breakfast cereals are all out of proportion to the importance in the American diet.

Food advertising is image creating, rather than informative. Ads are creating a need that doesn't exist for food we might well do without. There is a particular concern for food advertising on TV aimed at children. The average child, age 11 or under, watches more than 25 hours of television a week and sees more than 19,000 commercials a year. About 70% of those commercials are for food, with breakfast cereals, primarily pre-sweetened ones, candies and other sweets being the most advertised items. Consumption of highly sugared foods between meals contributes to tooth decay and too many sweet things can keep more nutritious foods out of the diet.

Parents can, of course, reduce TV's influence on their children's eating habits and attitudes by commenting on programs and commercials and limiting or monitoring the use of the TV. Don't fuss at children about the TV ads, but discuss them with them so they can see the dangers and the harm of some of the advertised foods.

The question, however, at heart of the problem is while we may be displeased with the influence food and other producers are able to exercise through advertising, we have so far been unwilling to give up the advantages it provides. Advertising pays for the entertainment offered on television and helps support other media, so many are reluctant to set restrictions on the industry for fear of losing revenue. The issue is whether this is an appropriate way to support entertainment and, in particular, television. Of the $100 spent on food, 94¢ goes for advertising and that 94¢ may not seem like much, but it is an important force in our economy.

Homemakers, if you have a homemaking question or problem, you may call 352 8244 or write us at P. O. Box 488, Appomattox, Va. 24522.

Have a good week!

RECIPE OF THE WEEK
Low Calorie Dip

1 small container cottage cheese
3 beef bouillion cubes
2 tablespoons dried onions
¼ to ½ cup skim milk

Use a blender of mixer to prepare this dip. Place the three bouillion cubes in the ¼ to ½ cup milk. Break the bouillion cubes up so that they will dissolve. Add the cottage cheese and dried onions. Blend or mix until smooth. This is an excellent low calorie dip for raw vegetables such as carrots, celery and cauliflower. The flavor improves after it has set overnight. It will keep several days in the refrigerator.

Many thanks to Theresa Godsey for sharing this delicious recipe with us. We hope you will try it and enjoy the low calorie dip.

Good news for homemakers

PARTITION SALE, 48 ACRES VALUABLE LAND
THREE MILES NORTHWEST OF CULLEN, VIRGINIA, ONE-HALF MILE SOUTHWEST OF STATE ROUTE No. 47, ON ROUTE No. 752
IN CHARLOTTE COUNTY, VA.
10 MILES SOUTH OF PAMPLIN

To be offered in two tracts and then as a whole to determine the greatest value.

Under and by virtue of a decree entered by the Circuit Court of Charlotte County, Virginia, the Chancery cause of Stanely Dennis and others vs. Ella Mae Dennis and others, dated August 11, 1980, and seen in Chancery Order Book No. 24 at page 71, in the Circuit Court of Charlotte County, Virginia. The undersigned Special Commissioner will offer for sale at

PUBLIC AUCTION
SATURDAY, NOVEMBER 1, 1980
at 11:00 O'CLOCK A.M.
on the premises

TRACT NO. 1

Consists of 23 acres, more or less, on the south side of the whole parcel. Has around 995 feet road frontage with 6.6 acres open land and the remainder in woodland of growing hardwood timber. There is a one home site with well and septic system. The land is flat to slightly rolling and lays well.

Tract No. 2

Consists of 25 acres, more or less, on the north side of the whole parcel. Has around 650 feet road frontage with 4.8 acres open with the balance in growing pine and hardwood timber. The land is slightly rolling and lays well.

AS A WHOLE, 48 ACRES

The two tracts contain a total of 48 acres more or less, and further described as follows:

All that certain tract or parcel of land situated in Madison Magisterial District, Charlotte County, Virginia, adjoining the lands of F. L. Rockwell, W. H. Thomas, Robert Wyatt and others, containing Forty Eight (48) acres, more or less, and bounded and described as follows: Beginning at a rock at "A" in the center of the road known as J.F.M. White's road, thence along said road N 4°48'E 913/3 perches to corner rock at "B", thence along Robert Wyatt's line N 39° W 53 1/3 perches to rock at "C", thence along Luther Morris' line S 49° W 71 perches, S 39 ¼° W 36 perches to a corner poplar at "E", thence along H.B. Dodd's line S 49° E 65 1/3 perches to a poplar on W. H. Thomas' line, thence along his line S 80° 48½ perches to the place of beginning. This being the identical land conveyed unto Jerome Martin by a deed dated October 13, 1911, from Fred Turner and Dora Turner, his wife, and recorded in the Clerk's Office of the Circuit Court of Charlotte County, Virginia in Deed book 80 at page 303.

The taxes will be paid on the land through the year 1980.

TERMS OF SALE: Cash, ten percent down on the day of sale, balance upon confirmation of the court and delivery of the deed within 20 days.

Auctioneer
Smith Forestry & Realty Co., Keysville, Virginia
Phone: 736-9055 or 736-9246

Edward W. Early, Attorney at Law
Charlotte C.H., Va.— Phone: 542-5122
Special Commissioner

THE CARPET HOUSE
"Specialists in Floor Covering"

Annual Fall Sale

With a busy summer behind us and those stay-at-home days of winter just ahead, it is now time to improve your surroundings with new carpet or vinyl from The Carpet House. During this sale, October 9-25, you will find the finest in Armstrong floor products at up to 40% savings.

— CARPET —

ARMSTRONG 'STYLE 10' $13.99 SQ. YD.
A beautiful plush carpet available in 5 colors from our stock. Ready for installation. Compare at $17.50 per sq. yd.

ARMSTRONG 'TAKING OFF' $8.99 SQ. YD.
A continuous filament nylon sculptured saxony. Regularly $10.99 sq. yd.

ARMSTRONG 'TIL THEN' $14.99 SQ. YD.
Nylon-polyester blend for that silky soft feeling underfoot. Regularly $18.50 sq. yd.

ARMSTRONG 'PEPPER'N'SPICE' $6.95 SQ. YD.
A level-loop carpet stocked in two beautiful colors. Regulary $8.25 sq. yd.

ARMSTRONG 'MAGELLAN' $7.50 SQ. YD.
Short shag. Stocked in six lovely colors. Normally $9.99 sq.

FEATURING **Armstrong carpet**

REMNANTS GALORE
FROM LEVEL LOOP TO BEAUTIFUL PLUSHES
SIZES FROM 12'x8'8" TO 12'x21'
40% OFF

—VINYL—

ARMSTRONG "SUNDIAL" $8.50 YD.
NO WAX BEAUTY IN 12' WIDTHS. IN STOCK. REG. $12.95

ARMSTRONG "CAMBRAY" $4.95 YD.
12' VINYL TO SUIT AND BUDGET REG. $7.25

PRESS'N PLACE TILE $25.95 PER CTN.
12"x12". IN STOCK IN 4 PATTERNS.(45 ctns.) Reg. $31.95

PRE-PACKAGED VINYL RUGS $29.95 EA.
9'x12' SIZE. FOR THE DO-IT-YOURSELF CUSTOMER

Special savings on famous Armstrong Designer Solarian: The only no-wax floor with beautifully rich Inlaid Color
IN STOCK PATTERNS. REG. $21.00 YD.
NOW **$11.50 YD.**

OUR ENTIRE LINE OF FAMOUS
Thomas Strahan
WALLPAPER & FABRICS
EXTRA SAVINGS REDUCED **30% OFF**

We offer expert installation on all advertised products, plus sales and installation of acoustic ceilings, Brucewood floors, ceramic tile and slate and quarry hearths, entrances and porches. Come visit and let's talk about your needs. We'll be happy to give you a free estimate.

PHONE 352-8521 FOR YOUR "FREE" DECORATING ESTIMATE.

The CARPET HOUSE
"Specialists in Floor Covering"
TRIANGLE PLAZA SHOPPING CENTER — APPOMATTOX, VA.

Armstrong floor fashion center

Nov. 3 in Pamplin

Private-application program slated

By JAMES A. SMITH
Extension Agent

Two opportunities for re-certification as a private applicator were offered last Monday. The next program is scheduled for Pamplin School, November 3, 7:30 P.M.

Most farmers have received a notice that their permit expires December 31, 1980. These one-hour programs are designed to help producers obtain another permit for three years.

* * *

I'm told that the average person is worth more because of inflation. The value of the chemical elements in the average adult human--calcium, phosphorus, magnesium, sulfur, iron, oxygen, hydrogen, nitrogen and other trace elements--is now a record $5.60, compared with 98¢ in 1936.

* * *

Several have asked about the advisability of spraying the wood pile with an insecticide to keep from bringing insects into the home. Don't spray the wood. The possible danger from fumes of the insecticide are greater than damage from insects. Any insects that are brought in can be cleaned up with a broom or vacuum.

* * *

Many homes will use ornamental corn for decoration. Frequently this corn has insect eggs laid on it. Put the corn in a freezer for a week; this should kill any insects or eggs.

* * *

There is probably some interest in attending the alcohol fuel conference at Virginia Tech October 28-29. If you plan to produce ethanol on your farm, this program should be a must.

* * *

Rye is a possibility for providing forage this winter to livestock. The earlier seeded,the more grazing you should expect. Seed 1 ½ to 2 bushels per acre. Do not graze closer than 3 inches for quick recovery. Next spring it can be harvested as silage when it's in the boot stage or used as mulch for sod planting corn or soybeans.

* * *

A new bermudagrass, Vamont, has just been released for athletic fields, golf courses, fairways and lawns. It tends to remain weed free, spreads vigorously, forms a dense turf, tolerant of traffic and is winter hardy to 2000 feet above sea level.

* * *

Now is the time to fertilize lawns. One recommended practice is to apply 15 pounds 10-10-10 per 1000 square feet.

We are finding the problem in some lawns is actually low pH--the **lawns** need **lime. Make a soil test** first.

* * *

Time to fumigate tobacco plant beds. A lot of plant bed problems can be prevented by treating the beds now. After treating, the plastic covers should remain on the bed until ready to seed.

* * *

Heard a lot of chain saws last week--people out cutting firewood. This is a dangerous tool for the occasional user. Read the owners manual, exfreme care should be taken to prevent kickbacks.

* * *

Lawns are being mowed for the last time. Now is a good time to check the equipment--store it in working condition for next spring. The crankcase should be drained and refilled, the air cleaner cleaned and serviced and all gasoline removed from the fuel tank. Remove the spark plug and add a small amount of relatively heavy oil inside the cylinder. The fly wheel should be turned a couple of times to coat the cylinder wall. Replace the spark plug.

* * *

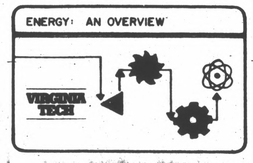
Energy

A look into the future

What will the 1980's and 1990's be like for us, in terms of energy?

According to the Department of Energy (DOE), the U.S. will be moving away from its current dependence on oil and natural gas, but will still be a long way from dependence on renewable resources.

Before we relied on oil and natural gas, we got most of our energy from wood and then from coal, making the oil age our third energy cycle. The DOE plans for the country to move on through three more cycles in the coming years.



According to the DOE, the fourth cycle (from the present to 1985) will be much like the third, with continued heavy reliance on oil. Our oil supplies will be helped by non-OPEC sources such as Mexico and the United Kingdom, and we will increase our use of natural gas, coal, uranium (nuclear fission) and renewable resources.

The fourth cycle plans don't do much about changing our fuel supply. We will still be in the age of oil. However, the DOE does bring conservation and efficiency onto the scene as, in effect, energy sources.

Conservation generally refers to our efforts to use less energy, as in carpooling or insulating our houses. Efficiency is a type of conservation that refers more specifically to getting more out of the energy we use. More efficient cars get more miles to the gallon and thereby conserve oil.

Conserving energy is a way of supplying us with more energy. To paraphrase Benjamin Franklin, "a barrel of oil saved is a barrel of oil earned."

To meet the targets of energy conservation and increased efficiency, the government will emphasize conserving energy mostly through higher prices, but also through fuel efficiency standards in automobiles, buildings and equipment, and through economic incentives such as tax credits.

The fifth cycle (1985 to 2000) would move us away from oil dependence by increasing our use of coal, "synfuels" (synthetic fuels, such as gasified coal), solar energy, oil shale, unconventional gas and nuclear power and by further increasing efficiency in energy use.

The sixth cycle (2000 and beyond) would represent our transition from reliance on non-renewable resources to use of renewable resources and advanced nuclear technologies.

Some of the general forecasts the government has made about our energy use between now and 2000 include the following:

--U.S. total energy consumption will continue to increase, but not at the rapid pace it used to.

--With decontrol of oil prices, domestic oil will cost almost as much as foreign oil. Even so, and in spite of oil from Alaskan and offshore drilling, we won't be able to increase the amount of oil we produce domestically.

--With decontrol of some natural gas, its bargain status in comparison to oil will decrease. It will eventualy cost almost as much to use natural gas as oil.

--Even with rising prices, domestic natural gas production will fall off. (Natural gas supplies are apparently counting on such things as gasified coal to assure gas supplies in the future.)

--Americans have increased their use of electricity twice as fast as their total energy use. Electricity use will keep on growing, but, like our total use of energy, at a slower rate.

--Our use of coal, especially for generating electricity, will increase. Coal will also be used to make synfuels--synthetic liquids and gases--to take the place of oil and natural gas.

--Use of nuclear power to make electricity will increase. If it doesn't, more coal will be needed in its place.

--Solar energy and other "new" energy sources will provide us with about 5 percent of our energy by 2000 (not including hydro and geothermal contributions).

This forecast is based on "no miracles and no miracles." This means no apparently unlikely events (miracles) such as a sudden technological breakthrough in energy research and no major roadblocks (manacles) such as the shutting down of the nuclear power industry are assumed.

Looking at past history, we find few miracles but many manacles with regard to energy. To assume that the Middle East, which supplies most of our imported oil, will remain stable through the year 2000 is, according to some forecasters, to assume a miracle.

References: DOE Head Charles Duncan in "Energy Insider," Feb. 1980; the U.S. Commerce Dept., "Forecast of Likely U.S. Energy Supply/Demand Balances for 1985 and 2000 and Implications for U.S. Energy Policy," Jan. 20, 1977.

This article is part of a course on energy offered by the Virginia Tech Mechanical Engineering Department and the Cooperative Extension Service. For more information, call your local extension office.

Fire safety stressed

In accordance with Fire Prevention Week, the Kindergarten classes at Appomattox Primary School have been studying all about firemen and their jobs. The children have learned about firemen's clothing, fire trucks, and most of all what to do in case their house catches on fire. The children have also enjoyed art these past two weeks from making fire trucks to fire hats.

Mike Johnson of the Appomattox Volunteer Fire Co. was kind enough to talk with the children about his job. Mike was able to elicit squeals from the children when he turned on the siren and laughter when he sprayed the school with water. His visit was very informative and the children enjoyed it.

Parents can help follow-up the fire study by showing their children how to get out of the house in case it was on fire. Also, practice getting out of the house so the children know exactly what to do.

MIKE JOHNSON discusses fire prevention with APS students.

Sale slated for local church

Each fall and every spring, members of St. Anne's Episcopal Church in Appomattox clean out their basements, attics, closets and cuporads and donate their unused or unwanted items for a gigantic yard sale for the benefit of the Church's projects.

This year the sale will be Saturday, Oct. 25 in the Church yard. In the event of rain the sale will be held inside the Parish Hall.

Items such as a toaster oven, patio lamp (like new) new and used clothing for women and girls, men and boys, kitchen gadgets and much more have been put in the sale.

Some practically new storm windows will be for sale, so measure your windows before you come for a real good buy. Shopping at St. Anne's allows you to win two ways, you get inexpensive merchandise and the Church benefits for its worthwhile work.

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Lowe's best Whirlpool dishwasher! Has in-the-door silverware basket and dual level power wash w/2 spray arms. #51044
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19.6 Cu. Ft. Refrigerator-Freezer With Textured Steel Doors
There's no defrosting—ever. Sealed twin vegetable crispers. Meat keeper. Butter, utility and egg bins. #53683
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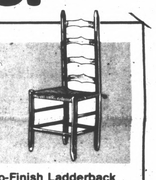
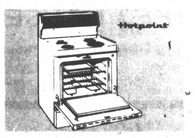


Ready-To-Finish Ladderback Chair With American Styling
With cool, comfortable hand-woven fiber seat made using a handweaving method. Sanded smooth. #96003
$18.76 Reg. Price $19.97



Deluxe Electric Range w/Time Saving Self-Cleaning Oven
Just turn control to "clean," set the start and stop times, and latch the door. Saves time and energy. #52832
$379.97 Ref. Price $449.95

2-Cycle Washer. 3 water levels. Gentle for perm press, poly knits. #51225
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Permanent Press Dryer. Sensi-Dry® shuts off when clothes dry #51420
$199.86 Ref. Price $269.95

Dryer Vent Kit. Choose kit for inside or outside application. #51602.3
$6.97 Ref. Price $9.42

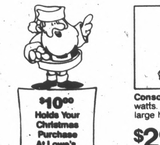
Microwave Oven With Touch Control & Meal Sensor Probe
Cooks by time with Mealtimer® clock or by temperature with probe. Variable power level. #51748
$439.86 Ref. Price $599.95

Apartment-Sized Range. 21" wide. 4 lift-up surface units. #52812
$199.97 Ref. Price $259.95

3 Power-Level Microwave w/Probe. Cooks by time or temperature. #51754
$299.95 Ref. Price $399.95

Trash Masher® Compactor. Key/knob operation. Air freshener dispenser. #50566
$239.88 Ref. Price $299.95

Dial-A-Brew® Coffee Maker. You make only amount you want. #98225
$19.97 *Save $10* Reg. Price $29.97



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24" high. With footrests all around. Yesterday's nostalgia makes today's decorative seating. #96016
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Choose Oval Or Rectangular Mirror—Both Framed
Oval mirror measures 20"x36" and rectangular mirror is 24"x36". Both have Gold Antiqued frame. #96704.8
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LOWE'S #5
Your Household Word

Many items in this ad carry a reference retail price. This reference is intended to provide a guide to the range of retail selling prices in our selling area and may be useful in identifying different units of the same manufacturer. An item's reference retail price is either the manufacturer's suggested retail price or our determination of the full retail price based on prices at which it or similar merchandise is offered by principal retailers (department stores, specialty shops, and other non-discount sellers) in our selling area. While we believe our reference retails do not appreciably exceed the highest retail prices at which sales are made in our selling area, we cannot assure you that our reference retail prices, as described above, represent the prices in every community on any given day. Some items in this ad are listed as "regular" selling price. The merchandise is offered at that price except during a special sale. The purpose of showing a reference retail price (or a regular price) is to assist you, our customer, in making a knowledgeable and better informed buying decision. We suggest that you also do comparative shopping and compare our prices.

* Lowe's Companies, Inc. 1980